Volume 86, 1/2
Winter/Spring 2011

A Periodical of Professional Trends and Developments

Journal of JEWISH COMMUNAL SERVICE

JCSA OFFICERS

President
Jacob Solomon

Vice Presidents
Audra Berg
Genie Cohen
Aileen Gitelson
Mark Meltzer

Secretary
Lyn Light Geller

Treasurer
Michael Hoffman

Assistant Treasurer
Jeremy Bandler

Executive Director
Brenda D. Gevertz

Immediate Past Presidents
Glenn S. Easton
Ellie Aronowitz

JCSA PUBLICATION COMMITTEE

Co Chairs
Lyn Light Geller
Susan Shevitz

Committee Members
Saul Andron
Maggie Bar-Tura
Gail Naron Chalew
Steven M. Cohen
Shulamith Elster
Shira Epstein
Aileen Gitelson
Particia C. Harte
Laurence Kotler-Berkowitz
Stefanie Rhodes
Jay Rubin
Richard Siegel
Cara Unowsky

Jewish Communal Service Association
JCSA
Connecting & Enhancing Professional Leadership

25 Broadway, Suite 1700
New York, NY 10004

P: 212-532-0167
F: 212-532-1461
E: info@jcsana.org
www.JCSANA.org

Contents

A Tradition of Innovation: A Letter From the Guest Editors
Jason Soloway and Ariel Groveman Weiner 1

The History

Inventing American Jewry
Beth S. Wenger 3

The Myth of the New
Dara Horn 10

Language, Identity, and the Scandal of American Jewry
Leon Wieseltier 14

"Renew Our Days as of Old": Innovation as a Metric of Jewishness
Yehuda Kurtzer 23

The Life and Death of a Dream, Revisited
Gary Rosenblatt 30

Response: Dreams That Cannot Die
Hillel Levine 60

The Change Within

"Mainstream" vs. "Innovative" Jewish Organizations: How Different Are They?: A Study of Young Jewish Leaders in Los Angeles
Sarah Bunin Benor 65

What is Holding Us Back?: Barriers to Change and Innovation
Rabbi Kerry M. Olitzky 72

CEOS OF AFFILIATED PROFESSIONAL ASSOCIATIONS

Association of Jewish Aging Services
Martin Goetz, Chair

Association of Jewish Community Organization Personnel
Louis B. Solomon

CEO Council of AJFCA
Lee Sherman

International Association of Jewish Vocational Services
Genie Cohen

North American Association of Synagogue Executives
Harry Hauser

World Council of Jewish Communal Service
Ted Comet
Dorit Rom

JCSA STAFF

Program Coordinator
Rachel Perten

Administrators, JCSA Group Plans
Irving & Brian Silberberg

Local Groups
Ann Arbor
Austin
Baltimore
Boston
Miami
New Jersey
New York
Pittsburgh
Portland
Southern California
St. Louis
Tri-State Delaware Valley
Washington, D.C.

EDITORIAL STAFF

Special Issue Editors
Jason Soloway
Ariel Groveman Weiner

Editor-in-Chief
Gail Naron Chalew

SPECIAL ISSUE EDITORIAL COMMITTEE
Roger Bennett
Benjamin Greene
Miriam Levine

Cover Design
Sara Reif

Innovation and Beyond: Entrepreneurship, Intrapreneurship, and Systemic Change
Jonathan Woocher **77**

Let My People Innovate: A Model for Change in Federations
Alisa Rubin Kurshan and Alan Cohen **83**

Engaging a New Generation: Hillel Innovates for the Millennials
Wayne L. Firestone and Rachel L. Gildiner **87**

Motivations for Innovation
Naomi Levine **97**

The Innovation Ecosystem

Building Jewish Community With Intentionality: The Cooperative Model
Rabbi Rachel Nussbaum **102**

Helping Innovations Survive, Thrive, and Go to Scale
Aliza Mazor **110**

Moving From Begging to Scouting: A Case Study in Building Volunteer Culture
Rabbi Elie Kaunfer **118**

The Funders

Philanthropic Mission: An Interview with Edgar M. and Adam R. Bronfman
Abigail Pogrebin **122**

Federations and Foundations Take on Innovating and Sustaining: A Dialogue with Jeffrey Solomon and John Ruskay
Noel Rubinton **132**

Young Funders: To Innovate or Not to Innovate: That Is the Question
Erica Schacter Schwartz **141**

One Family's Philanthropic Legacy: Charles R. Bronfman, Ellen Bronfman Hauptman, and Stephen R. Bronfman Talk About Philanthropy, Values and the Jewish Community
Marge Tabankin **148**

Funding Innovation: What Will It Take to Grow Impact?
Adene Sacks **162**

Young Leaders Becoming Leaders
Will Schneider **170**

The Values

Beyond the Melting Pot: Finding a Voice for Jewish Identity in Multicultural American Schools
Adam R. Gaynor **174**

Tail of Two Jewries: Some Innovative Lessons From Chris Anderson and Jewish Summer Camp
Rabbi Avi Katz Orlow **184**

Jewish 2.0: The Difficult Road to Internet Innovation
Daniel Septimus **194**

The Professionals

Profiling the Professionals: Who's Serving Our Communities?: Jewish Communal Professionals in North America: A Profile
Steven M. Cohen **200**

Introduction
Misha Galperin **200**

Responses
Lisa Colton **216**
Barry Rosenberg **218**

The *Journal of Jewish Communal Service* invites submission of articles on practice, theoretical principles or research in Jewish communal service, the general field and any of its component divisions, or in related fields of practice and knowledge.

All articles submitted to the *Journal* must be sent via email as a Word Document, double spaced and, optimally, 3500–5000 words in length. The *Journal* accepts original articles, which become the intellectual property of the *Journal of Jewish Communal Service*.

The *Journal* uses the American Psychological Association reference style. All the works cited in the text are listed at the end of the article. References in the text are cited by the name-date system in which the author and date are enclosed in parentheses at the end of the sentence in which the work is cited. This style eliminates the need for reference footnotes within the text itself.

Every manuscript is given careful consideration by the editor and is submitted for a blind peer review, with the author's name masked. Therefore, a significant amount of time may elapse between an article's submission and notification to the author of the editorial decision that has been reached. Articles may be submitted to the Managing Editor at info@jcsana.org.

Published articles may express opinions that do not reflect the official position of the Jewish Communal Service Association of North America or the views of its membership. Members of the Publications Committee are acting in their personal capacities and their opinions do not necessarily reflect the views of their employers. Being a forum of opinion, the *Journal* also accepts letters and reviews from readers for publication.

Journal of Jewish Communal Service (ISSN 0022-2089) is published several times a year. Subscriptions and single issues may be ordered online at www.jcsana.org. © 2011 by the Jewish Communal Service Association, 25 Broadway, Suite 1700, New York, NY 10004. Address changes to this address.

Printer: The Sheridan Press, Hanover, PA. *Design:* Gatta Design & Co. Brooklyn, NY